

CRIMSON RACING 2025 - 2026 DONATION PACKET





WHO WE ARE

Crimson Racing is a student design team established through The University of Alabama's College of Engineering. Students from across UA come together to design and manufacture a formula-style race car from scratch each year. Through this process, they apply classroom knowledge to create a race car that is both innovative and effective.

TEAM MISSION

Since our founding in 2004, our team has aimed to provide our members with **hands-on experience** in a competitive environment, allowing our members to grow as professionals. Additionally, Crimson Racing strives to **inspire and motivate future generations** of engineers through community outreach.



ABOUT THE COMPETITION

Formula SAE competitions bring students together from 120 schools across the world. These competitions put the race cars and the students to the test, allowing them to demonstrate their abilities. Along with the dynamic events testing the car, students engage in technical presentation events that test their expertise under pressure from industry professionals.

Our Year in Review



Formula South

Our team placed 1st at the Formula South Invitational, with a record number for team attendance and statistical vehicle performance!



The team came 8th overall at the FSAE Michigan Competition with CR25!



Community Outreach

Crimson Racing took CR25 to events across the state of Alabama! From Stillman College, Cars and Coffee, Talladega, and even the US Space and Rocket Center in Huntsville

CRIMSON RACING

48



Successful Recruiting

The team was excited about new member engagement this year, especially with the largest group of new members in team history!



1st Cummins Sustainable Power & Performance Award

For our innovative powertrain data acquisition, data use, and sustainable practices

Giving Back



We believe that exceptional engineering isn't just something that should be confined to our classrooms, shop, or even our team members, it must be shared. Through community outreach, Crimson Racing is intentional in engaging and developing future generations of engineers and leaders.



The team was invited to showcase our car to the always impressive 100,000+ crowd at the annual Talladega 500 in the spring!



At "Automotive Days," our supporters get the opportunity to see our car up close and interact with our team members.



The College of Engineering's "E-Day" allows us to share our passion with local students and our community.



During Stillman College's youth STEM pipeline program Crimson Racing showcased our car to over 500+ Local middle schoolers!



Crimson Racing members meet with local high school students interested in engineering and showed them around our car during SITE events.

The Electric Age

Crimson Racing is building and competing our first electric vehicle, while continuing to excel in the IC Division



Our team is now 2 years into the development of our first electric vehicle. While we love the roar of engines, we are extremely excited to compete in the electric vehicle competition. Moving to electric vehicles gives us the opportunity to prove we are one of the best teams in the world, while also giving our members invaluable experience with electric vehicles, which will help them find success on track and in the workplace.

THE BENEFITS OF GOING ELECTRIC



The design of an electric powertrain brings on new challenges for our engineers and broadens the team's skillset across all sub teams.



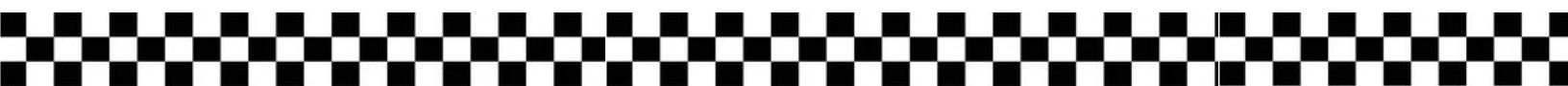
Our members will develop valuable skillsets by learning to optimize their processes from design through to manufacturing for an EV.



A second Crimson Racing car gives our members additional opportunities and more chances to experience the thrill of racing!



Going electric will allow us to continue to improve the sustainability of the team and allow us to further develop the sustainable practices we have implemented.



Donor Participation

But what would becoming a Crimson Racing donor mean for you?
What would it mean for our team?



Your support of Crimson Racing directly contributes to our goal to grow as students and as a team, helping us move our ideas from the classroom to the tracks and into the minds of future leaders. Sponsoring Crimson Racing is an investment in future careers and helps support a growing community of students, all driven by a common passion.

AS A VALUED DONOR, YOU WILL...

YOUR
LOGO

See your corporate logo proudly displayed on our car, viewed by community members and other formula teams alike



Have the unique opportunity to engage and recruit students with real world skills such as, manufacturing, business, and experience in a team-based project environment



Receive monthly newsletters with updates on our progress



Make a donation that is TAX DEDUCTIBLE! The University of Alabama is a 501(c)3 organization



Ready to start your engines and race towards the finish line?
Before we launch, here's HOW you can make your support official...



FUND THE FUTURE

We have a range of Donation opportunities. Your support will go toward supplies and parts for our car. We also accept in-kind donations and personal donations.
(In-kind donations are treated as their equivalent in cash)

Sponsorship Levels

Benefits	Bronze \$500 - \$1,999	Silver \$2,000 - \$4,999	Gold \$5,000 - \$10,000	Crimson \$10,000-\$24,999	Platinum \$25,000+
Tax Deductible					
Logo/Name on Car					
Logo on Team Website					
Post on Team Media Accounts					
Access to Team Resumes					
Logo on Team Shirts					
Exclusive Recruiting Events					
Sponsor Highlight on Website					
Ability to Showcase Car for a Promotional Event					

MAKE IT OFFICIAL

If you would like to be part of Crimson Racing, please follow the steps below:

- Contact us via email: sponsorcrimsonracing@gmail.com
- Send us your corporate logo
- Then either:
 - Donate Online (Preferred Method)
 - Visit <https://give.ua.edu/?d=A053DB0A-2043-478B-86EE-9FC8D0F2CEA6>
 - Type your desired donation amount into the box next to "Formula SAE Support Fund"
 - Fill out the "Gift Type" and "Gift Options" sections
 - Fill out any remaining donation information and submit the donation
 - Send us a check:
 - Make the check out to "The University of Alabama"
 - In the "For" section of the check put "Formula SAE"
- If you donate, please do not forget to send us an email detailing your donation information! Otherwise, we will not receive your donation.



Donations mailable to Crimson Racing at:

Formula SAE Team Gift Fund
Office of Advancement Services
G-14 Rose Administration Building
Box 870101
Tuscaloosa, AL 35487-0101

GET IN TOUCH

OUR TEAM



Make a pit stop and follow us on our social media accounts! Get updates, progress, pictures and more.

#RollTide #Crimson
Racing



alabamafsae@gmail.com
Sponsorcrimsonracing@gmail.com



alabamafsae.com



@crimson racing



@alabamafsae

